

EXHIBIT B



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Notice Plan

In re Pork Antitrust Litigation (Indirect Purchaser Actions)

No. 18-cv-01776-JRT-JFD

United States District Court for the District of Minnesota

September 26, 2022

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CASE BACKGROUND AND CLASS DEFINITION

CASE BACKGROUND AND CLASS DEFINITION

This Notice Plan is submitted by A.B. Data, Ltd. (“A.B. Data”) to outline the efforts that will be made to provide notice of a proposed class action Settlement to potential Settlement Class Members.

The exact number of Settlement Class Members is unknown. Data from the marketing research firm MRI-Simmons¹ shows that 212,471,000 consumers have used fresh or frozen Pork chops or roasts, bacon, sausage, or ham products in the past 6 months.

2019 Statista data shows that 77% of U.S. households purchased fresh Pork products, with 97% purchasing fresh or processed Pork products². In a 2021 study, the research indicates over 81% of U.S. households purchase fresh Pork, with over 80% of Pork shoppers repeating their purchase³. With potentially millions of Settlement Class Members nationwide, joinder is impracticable.

As stated in Rule 23(c)(2)(B) of the Federal Rules of Civil Procedure, “individual notice to all members who can be identified through reasonable effort” is the best notice option. Counsel estimates that they will receive the contact data for approximately 28 million Settlement Class Members from retail sources that can be used to serve direct notice. Since individual notice to all Settlement Class Members is not an option, a paid-media Notice Plan is necessary to reach unidentified Settlement Class Members.

The Settlement Class is defined as the following:

All persons and entities who indirectly purchased Pork from any of the Defendants or any co-conspirator, or their respective subsidiaries or affiliates, for personal use in the United States from at least as early as January 1, 2009, until April 2, 2021.

Specifically excluded from the Settlement Class are the Defendants; the officers, directors, or employees of any Defendant; any entity in which any Defendant has a controlling interest; and any affiliate, legal representative, heir, or assign of any Defendant. Also excluded from this Settlement Class are any federal, state, or local governmental entities, any judicial officer presiding over this action and members of his/her immediate family and judicial staff, and any juror assigned to this action.

¹ MRI-Simmons (formerly known as GfK MRI) Survey of the American Consumer is the country’s largest, most comprehensive, and most reliable consumer, media, and product/service usage database. Data from MRI’s Survey of the American Consumer, conducted continuously since 1979, are used in most media and marketing plans written in the United States. The firm’s multidimensional database is the largest and most reliable source for integrated media planning. About 450 U.S. advertising agencies, including 90 of the top 100, subscribe to MRI Research, as does A.B. Data; and more than 200 national marketers access the MRI database. MRI-Simmons offers the most detailed and representative picture of U.S. demographics and lifestyles, including information on usage of nearly 6,000 product and service brands across 550 categories, the magazines and newspapers audiences read, the websites they look at, the television programs they watch, and the radio stations they listen to. MRI has been accredited by the Media Ratings Council (“MRC”) since 1988. MRC requires its members to disclose all the methodological aspects, meet MRC standards for rating research, and submit to MRC-designed audits.

² <https://www.statista.com/statistics/1051294/american-consumers-buying-pork-by-type/#:~:text=As%20of%202019%2C%20about%2096,the%20United%20States%20bought%20pork.>

³ <https://porkcheckoff.org/news/in-store-research-focuses-on-ground-pork-placement/>

NOTICE PLAN OVERVIEW

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Plan Components

This document outlines the process for providing notice for the case *In re Pork Antitrust Litigation (Indirect Purchaser Actions)* to potential Settlement Class Members (the “Notice Plan”). This plan is consistent with the requirements set forth in Rule 23 of the Federal Rules of Civil Procedure.

After thorough research of the demographics of potential Settlement Class Members using MRI-Simmons, A.B. Data has identified adults age 25+ as the primary buying target audience.

A.B. Data recommends the following elements in the Notice Plan:

- Direct notice by email;
- Digital media – display ads;
- Social media – newsfeed ads;
- Google AdWords – search;
- Earned media

These paid media components, which will include online platforms, social media, and earned media vehicles, are all specifically targeted for and will reach unidentified potential members of the Settlement Class. A dedicated informational case website and Facebook page will be developed to complement the Notice Plan and to ensure Settlement Class Members’ easy access to updated information. Detailed information about each component of the Notice Plan and its coverage of the target audience in this case appears in the Digital Media Analysis and Recommendation section of this plan.

Notice Plan Summary

Medium	Description
Direct Notice:	<ul style="list-style-type: none"> • Email <ul style="list-style-type: none"> ○ Contact data for approximately 28 million Settlement Class Members
Digital/Social Media: 348 million impressions	<ul style="list-style-type: none"> • Google Display Network • Facebook • Instagram • YouTube • Google AdWords/Search <ul style="list-style-type: none"> ○ Behavioral, contextual, predictive modeling strategies ○ Newsfeed ads ○ Links and traffic tracked via Google Analytics ○ Spanish-language digital media
Earned Media	<i>PR Newswire</i> <ul style="list-style-type: none"> • US1 National Newswire • Hispanic Newswire

Medium	Description
	<ul style="list-style-type: none"> Tweeted via <i>PR Newswire</i> and A.B. Data Twitter accounts

Delivery and Due Process

This Notice Plan will deliver an estimated reach of 81.0% to the target audience of adults age 25+, as calculated by MRI, Comscore⁴, and A.B. Data media professionals.

The notice efforts described herein reflect a strategic, microtargeted, and contemporary method to deploy Notice to Settlement Class Members. The Notice Plan provides a reach and frequency similar to those that Courts have approved and are recommended by The Federal Judicial Center's *Judges' Class Action Notice and Claims Process Checklist and Plain Language Guide*, which considers reach among class members that exceeds 70% to be reasonable.

The Notice Plan described in this document is consistent with notice plans that A.B. Data has developed and have been approved by courts and implemented for other antitrust matters with regard to the methods and tools for developing notice plans.

This Notice Plan meets due-process requirements.

⁴ Comscore is a global Internet information provider on which leading companies and advertising agencies rely for consumer behavior insight and Internet data usage. Comscore maintains a proprietary database of more than 2 million consumers who have given Comscore permission to monitor their browsing and transaction behavior, including online and offline purchasing.

PAID-MEDIA PLANNING METHODOLOGY

PAID-MEDIA PLANNING METHODOLOGY

This Notice Plan has been developed to reach Settlement Class Members effectively and efficiently and seeks to do the following:

1. Identify the demographics of Settlement Class Members through the use of syndicated and/or peer-reviewed, accredited research to establish a primary target audience;
2. Outline the methodology for selecting the media vehicles recommended and their relationship to product/service purchase and usage by the target audience; and
3. Provide results that quantify for the Court the adequacy of the Notice based upon recognized tools of media measurement.

The first step taken to develop the paid Notice Plan involves determining the demographics of potential Settlement Class Members and defining the target audience. Media quintile usage data was analyzed next, along with the ability of each advertising medium to provide cost-efficient coverage of the target audience, to develop the direction of the Notice Plan, *i.e.*, whether notification is best done through print, online, broadcast, and/or some other methodology.

A.B. Data used reach and frequency as the standards upon which to measure whether this is an effective Notice Plan. Reach and frequency are the two primary measurements used to quantify the delivery of a proposed Notice Plan to a defined target audience. Below are the definitions of these terms as they relate to paid media.

- *Reach* – expressed as a percentage, a measurement of a target audience that was exposed at least one time to a specific media message or combination of media messages, whether via print, broadcast, online, outdoor, etc., media, within a given time period.
- *Frequency* – the estimated average number of opportunities a member of the target audience sees the Notice during the campaign.

A.B. Data used these analytical tools, provided by Comscore and MRI, to determine the publications/websites selected and the number of insertions/impressions to be purchased. MRI is the leading supplier of multimedia audience research in the United States. As a nationally accredited research firm, it presents a single-source measurement of major media, products, services, and consumer demographic, lifestyle, and psychographic characteristics.

TARGET AUDIENCE

TARGET AUDIENCE

To define the Settlement Class and develop the primary target audience for this case, we examined accredited marketing data from MRI for adults whose households used Pork chops or other Pork meat Fresh/Frozen or Pork roasts or bacon and breakfast strips or sausage or cold cuts or ham or salami or cooked hams in the Past 6 Months. See Appendix 1 for the complete results of the syndicated data from MRI regarding this demographic group.

Below is a summary of some of the key statistics of people in this category.

Demographics	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Men	48.0%
Women	52.0%
Age 25-34	17.2%
Age 35-44	16.4%
Age 45-54	16.1%
Age 55-64	17.1%
Age 65+	22.1%
Graduated High School Only	28.6%
Some College or Associate Degree	27.8%
Bachelor's degree or Post-graduate degree	33.6%
Household Income: Under \$20,000	8.9%
\$20,000 - \$40,000	13.5%
\$40,000 - \$60,000	14.3%
\$60,000 - \$75,000	9.8%
\$75,000+	53.5%
\$100,000+	39.8%
Wage Earner: Sole Earner	16.1%
Wage Earner: Primary Earner	20.6%
Wage Earner: Secondary Earner	21.9%

Demographics	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Not Employed/Retired	22.5%
Now Married	54.8%
Widowed/Divorced	17.4%
Living with Partner/Girlfriend/Boyfriend	10.9%
Home Owned	71.4%
Spanish, Hispanic, or Latino Descent	16.3%
Spanish Spoken in Home	17.1%
A County	40.8%
B County	30.3%
C County	14.9%
D County	14.1%
White *	75.8%
Black/African-American *	13.0%
Asian *	3.6%
Other Race/Multiple Classifications *	9.1%

*May add up to more than 100%, as people could select as many classifications as applied.

Based on the data for Households/Adults that have purchased any of the different Pork products, it is noted that the target audience will have the following characteristics:

- Age 25 and older;
- Attended or graduated from college;
- Homeowners;
- Married or living with their partner;
- Working full or part time;
- Live in larger metropolitan areas.

MEDIA-USAGE ANALYSIS

MEDIA-USAGE ANALYSIS

Everybody is exposed to and consumes media differently, sometimes with daily changes. However, we all develop patterns to our media consumption. And those patterns become our individual media habits. MRI divides those habits into five categories of media usage, from heavy consumption of media to light users of a media type. These five categories are defined by Quintiles ranked from 1 to 5, with Quintile 1 representing the heaviest user of a media vehicle and Quintile 5 representing a light user.

The media usage of the target audience in each Quintile is expressed as an index. An index of 100 is an average usage of a particular medium. Therefore, an index above 100 indicates a heavier usage of the medium than that of the average adult, and an index below 100 indicates a lighter usage of the medium than that of the average adult.

Media vehicles in the Quintile analysis summarized below include magazines, newspapers and newspaper supplements, radio, television, and the Internet.

Media Indices	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Magazines	
Quintile 1	102
Quintile 2	101
Newspapers and Supplements	
Quintile 1	100
Quintile 2	101
Radio	
Quintile 1	100
Quintile 2	100
Television	
Quintile 1	101
Quintile 2	102
Digital/Internet	
Quintile 1	97
Quintile 2	99

Appendix 2 includes the entire media Quintile analysis for the category “Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams.”

Based upon the demographic analysis and the media Quintile results, targeted digital and social media will be utilized to reach potential Settlement Class Members.

DIGITAL-MEDIA ANALYSIS AND RECOMMENDATION

DIGITAL-MEDIA ANALYSIS AND RECOMMENDATION

MRI provides data on Internet usage by asking survey respondents about their online usage during the 30 days prior. According to the 2022 MRI survey, 97.4% of “Adults Who Purchased Pork Products” used the Internet during the last 30 days. Below is an overview of Internet usage, including the devices used to access the Internet and the types of online activities in which they participate. For a complete list of Internet usage activities, please refer to Appendix 3.

Internet Usage	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Looked at/used Internet in the last 30 days	97.4%
Have Internet access at home	97.0%
Devices Used to Access the Internet	
Desktop computer	43.8%
Laptop or Netbook	58.3%
iPad or tablet	37.4%
Smartphone	85.7%
Television	27.5%
Online Activities	
Obtained financial information	31.4%
Paid bills online	63.0%
Used email	85.0%
Used Instant Messenger	80.9%
Made a purchase for personal use in past 30 days	73.3%
Played games in past 30 days	37.3%
Obtained the latest news/current events in past 30 days	52.9%
Obtained sports news in past 30 days	27.5%
Obtained medical information in past 30 days	32.8%
Looked for recipes online in past 30 days	54.1%

Internet Usage	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Looked up movie listings	10.7%
Watched a movie online	33.4%
Shared photos through Internet website	27.4%

Because the Internet is such an integral part of the lives of the target audience, it is recommended that online media drive the proposed Notice Plan. Digital media will have national coverage including Hawaii, Alaska, and the territories and possessions.

A.B. Data recommends using a variety of top websites and social media applications, enabling maximum exposure opportunities to reach the target audience. Additionally, websites and apps with audiences that include large percentages of the specific target audience will be selected. Delivery of Internet impressions to specific sites and categories, such as recipes, cooking, and healthy living, will be part of the negotiations.

Following is a summary of the search engines and websites used most frequently by the target audience. A complete list of search engines and websites reviewed by MRI is included in Appendix 3.

Search Engines/Websites Visited	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Search Engines Used	
Google	86.5%
Yahoo!	17.0%
Websites Visited	
WebMD	26.2%
Wikipedia	25.6%
CNN	17.1%
FOX News	15.4%
ESPN	15.5%
Zillow	20.3%

Search Engines/Websites Visited	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
Amazon	76.9%
eBay	21.0%
Google Maps	41.9%
Weather	42.8%
Social Media Visited	
Facebook	65.1%
Facebook Messenger	48.8%
YouTube	53.4%
Instagram	36.9%
Pinterest	19.4%
Twitter	17.1%

Digital-Media Recommendation

According to MRI-Simmons, purchasers of Pork products spent over 29 hours online in an average week. Digital banner ads will be targeted to potential Settlement Class Members described above. Settlement Class Member contact information provided by Lead Counsel will be used in targeting. Vegetarians and vegans will be excluded.

Based on our in-house Comscore data analysis, we recommend a mix of Internet banner and newsfeed ads to run using the Google Display Network via their thousands of websites, as well as mobile devices and apps, YouTube, Facebook, social media including Instagram, and Google AdWords (Search).

The recommended plan will have a minimum of 348 million impressions served to the target audience to deliver the necessary reach.

The digital media campaign will be implemented over a 30-day desktop and mobile plan utilizing standard IAB (Interactive Advertising Bureau) banner sizes (300 x 250, 728 x 90, 300 x 600, 320 x 50, 300 x 50). All banners and newsfeed ads will include embedded and trackable links to the case-specific website. Ad performance, links, and traffic will be tracked using Google Analytics and Facebook Pixel tracking codes, providing a way to optimize ads for traffic and registration data.

Ads will be served across multiple devices including mobile, tablet, and desktop. Ads will be placed in premium positioning on websites, ensuring they can be viewed without scrolling and easily seen when visitors first open the page.

To reach the significant Hispanic population that are potential Settlement Class Members, banner ads will also be served with Spanish-language copy on websites specifically serving the Hispanic community.

To deliver the reach goal efficiently and quickly, a very low frequency cap will be implemented so devices will not be served the ad multiple times.

The following websites/networks and social media will be reviewed and evaluated for this campaign:



- Adults in this demographic primarily use Google for viewing websites, maps, email, and other applications.
- Google allows for the purchase of relevant content where we want the banner ads to appear.
- Behavioral and audience look-alike targeting can be very effective on Google-owned platforms in reaching unidentified potential Settlement Class Members.
- A mix of display banner and mobile ad sizes will be utilized.



- Very popular app among people in this demographic target with over 54% of Pork users accessing YouTube within the past 30 days.
- Affinity targeting will be implemented based on users' interests and habits, *i.e.*, viewers of cooking shows, BBQ competitions, and other similar videos.
- We can implement dynamic prospecting and have our ads served to new users who are searching for videos similar to cooking shows.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- A case Facebook page will be developed so newsfeed ads can drive potential Settlement Class Members to the case-specific page and case website. The case Facebook page will be kept current with case news and documents.
- The most popular social media platform, with over 66% of adults in the target demographic visiting Facebook in the last 30 days. Many are frequent users of the network, using it to post photos and videos, send messages, and visit the pages of friends.
- Facebook allows specific demographic targeting beyond sex/age, including targeting adults who are followers of cooking shows, BBQ events and information, who are bacon lovers, plus many others.



- Mobile newsfeed ads will drive potential Settlement Class Members to the case-specific page and case website.
- Instagram is one of the more popular social media sites within the target demographic, reaching 37% of Pork users.
- Instagram users can be targeted by location, interests, behaviors, and other demographic characteristics to effectively reach potential Settlement Class Members.



- More than 88% of the target demographic used Google to search for information in the past 30 days.
- Google allows the purchase of relevant content where we want the banner ads to appear. For example, we can select websites that feature Pork/ham cooking information or bacon and sausage recipes.
- Google AdWords text ads will be placed on relevant keyword searches to “pork,” “ham,” “ribs,” “bacon,” “sausage,” and many other key terms.

The digital media placements will be chosen, first to meet audience notification requirements, and secondly to achieve maximum engagement with the ads. Campaigns and creative will be optimized to drive potential members of the Settlement Class to register on the website. Several campaign optimization strategies will be utilized, including:

Digital Media Strategy	Digital Media Tactics
Mobile In-App	Targeting users inside mobile applications that fit into our data pools. This could include cooking or recipe apps, game apps, weather apps, or entertainment/event apps.
Mobile – Websites	Targeting phones and tablets whose users are visiting websites that are contextually relevant or websites being visited by relevant users in our data pool.
Contextual	Targeting websites with relevant content and context, such as cooking with Pork, BBQ, or recipe websites.
Behavioral	Targeting user IDs whose owners have shown activity in the target data pools, such as those interested in cooking websites.
Predictive Modeling	Using “look-alike” modeling to target user IDs whose owners have strong similarities to users who previously clicked through to the case website.

Vegetarians and vegans will be eliminated from all targeting.

A.B. Data employs a fully staffed digital buying team to manage all digital and social media programs in-house for the greatest control and oversight. During the course of the digital notice schedule dates, A.B. Data’s digital media experts will monitor the success, conversions, and activity associated with the digital and social media campaigns and will optimize the number of impressions delivered across each platform to achieve maximum engagement and efficiency. A.B. Data’s digital media experts have

the following certifications:

- Facebook's Certified Digital Marketing Associate Certification
- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification

With this level of expertise, digital and social media campaigns are ensured impressions are delivered to the target audience efficiently and effectively, with online ad verification and minimal threat of bot-traffic and inappropriate content.

EARNED-MEDIA NOTICE RECOMMENDATION

EARNED-MEDIA NOTICE RECOMMENDATION

In addition to the digital and social media components of the Notice Plan, it is recommended that a news release regarding the case be run via *PR Newswire*'s US1 Newsline. This case will gain more attention when the general-market media become aware of this news. The news release will be distributed via *PR Newswire* to more than 10,000 newsrooms across the United States, including those in general-market print, broadcast, and digital media. The news release will also be translated into Spanish and published on *PR Newswire*'s National Hispanic Newsline.

News about the case will also be broadcast to the news media via Twitter. It will be tweeted from *PR Newswire*'s and A.B. Data's Twitter accounts to thousands of news media and other followers. The news release will also assist with driving search engine results, which will help increase traffic to the case website.

NOTICE DESIGN STRATEGIES

NOTICE DESIGN STRATEGIES

The Federal Rules of Civil Procedure require notices in class action cases to be written in “plain, easily understood language.” A.B. Data is committed to adhering to the easily-understood-language requirement of Rule 23(c)(2) and Rule 23(b)(3) and this standard will be utilized in developing the Long-Form Notice and Short-Form Notice for this case.

The plain-language notices that will be developed for this plan will be designed with large, bold headlines to be easily seen by potential Settlement Class Members. The plain, easily understood language in the text of the notices will offer potential Settlement Class Members the opportunity to read it at their leisure, helping ensure they understand the subject of the case, the steps they must take to join the Settlement Class, and the legal rights of all Settlement Class Members.

The Short-Form Notice will prominently display a case website address, a toll-free telephone number, and a mailing address so potential Settlement Class Members may review the detailed notice and other information available regarding the case.

The online social media and banner ads will be designed to alert potential Settlement Class Members about the case. The ads will each include a link to the case website or case Facebook page so potential Settlement Class Members may click on it and go directly to the website for answers and other case information. A.B. Data strongly recommends including product or usage photos as part of the Internet, social media, and banner ads to increase awareness, generate interest, and increase the click-through rate to the website.

Sample Banner Ads





APPENDICES 1-3

Appendix A**Pork Indirect MRI Data****Audience Demographic: Adults 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Pork Purchasers	212,471	83.81	100.00	100
Adults	212,471	83.81	100.00	100
Men	102,075	83.32	48.04	99
Women	110,396	84.26	51.96	101
Respondent is parent of child under 18 currently living in the household	55,370	85.85	26.06	102
Respondent is mom of child under 18 currently living in the household	30,058	86.23	14.15	103
Respondent is dad of child under 18 currently living in the household	25,312	85.41	11.91	102
Respondent is parent of a child under 18 not currently living in the household	17,699	84.18	8.33	100
Age 18-24	23,730	81.12	11.17	97
Age 25-34	36,576	80.26	17.21	96
Age 35-44	34,729	83.42	16.35	100
Age 45-54	34,121	84.63	16.06	101
Age 55-64	36,279	85.80	17.07	102
Age 65+	47,035	86.36	22.14	103
Mean respondent age	47.8	N/A	N/A	101
Median respondent age	48.3	N/A	N/A	102
Adults 18-34	60,306	80.59	28.38	96
Adults 18-49	111,872	81.97	52.65	98
Adults 25-54	105,427	82.67	49.62	99
Adults 35-54	68,850	84.02	32.40	100
Men 18-24	12,030	81.93	5.66	98
Men 18-34	30,232	80.48	14.23	96
Men 18-49	55,218	81.42	25.99	97
Men 25-34	18,202	79.56	8.57	95
Men 25-54	51,475	81.74	24.23	98
Men 35-44	16,952	82.57	7.98	99
Men 35-54	33,273	82.99	15.66	99
Men 45-54	16,321	83.43	7.68	100
Men 55-64	17,205	85.22	8.10	102
Men 65+	21,365	86.61	10.06	103
Women 18-24	11,699	80.30	5.51	96
Women 18-34	30,074	80.70	14.15	96
Women 18-49	56,654	82.52	26.66	98
Women 25-34	18,375	80.96	8.65	97
Women 25-54	53,951	83.58	25.39	100
Women 35-44	17,778	84.24	8.37	101
Women 35-54	35,577	85.00	16.74	101
Women 45-54	17,799	85.77	8.38	102
Women 55-64	19,074	86.33	8.98	103
Women 65+	25,671	86.14	12.08	103
Highest Degree Received by Respondent: 12th grade or less (did not graduate high school)	21,197	82.91	9.98	99
Highest Degree Received by Respondent: Graduated high school or equivalent	60,808	85.49	28.62	102
Highest Degree Received by Respondent: Some college, no degree	37,159	83.80	17.49	100
Highest Degree Received by Respondent: Associate degree	21,954	85.84	10.33	102
Highest Degree Received by Respondent: Bachelor's degree	41,967	82.14	19.75	98
Highest Degree Received by Respondent: Post-graduate degree	29,386	82.05	13.83	98
Highest Degree Received by Respondent: Some college (no degree) OR Associate degree	59,113	84.54	27.82	101
Highest Degree Received by Respondent: Bachelor's degree OR Post-graduate degree	71,353	82.10	33.58	98
Employment: Working full time	97,520	83.24	45.90	99
Employment: Working part time	26,904	82.57	12.66	99

Appendix A**Pork Indirect MRI Data****Audience Demographic: Adults 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Employment: Working full time or part time	124,424	83.10	58.56	99
Employment: Not working	88,047	84.83	41.44	101
If not employed: Retired	47,777	86.69	22.49	103
If not employed: Temporarily Unemployed	11,595	81.30	5.46	97
If not employed: Student	7,165	79.37	3.37	95
If not employed: Homemaker	13,839	86.40	6.51	103
If not employed: Other	7,671	81.83	3.61	98
Occupation: Professional and related occupations	30,098	81.62	14.17	97
Occupation: Management, business and financial operations	22,607	81.98	10.64	98
Occupation: Sales and office occupations	24,770	83.89	11.66	100
Occupation: Natural resources, construction and maintenance occup.	11,864	87.00	5.58	104
Occupation: Other employed	35,086	83.30	16.51	99
Respondent is a Veteran of the U.S. Armed Forces	18,333	86.21	8.63	103
Individual Employment Income: \$250,000+	2,576	80.61	1.21	96
Individual Employment Income: \$200,000-\$249,999	1,768	81.29	0.83	97
Individual Employment Income: \$150,000-\$199,999	4,679	82.16	2.20	98
Individual Employment Income: \$100,000-\$149,999	12,673	82.01	5.96	98
Individual Employment Income: \$75,000-\$99,999	15,044	84.02	7.08	100
Individual Employment Income: \$60,000-\$74,999	13,555	84.11	6.38	100
Individual Employment Income: \$50,000-\$59,999	11,415	82.29	5.37	98
Individual Employment Income: \$40,000-\$49,999	13,764	83.43	6.48	100
Individual Employment Income: \$30,000-\$39,999	14,429	83.46	6.79	100
Individual Employment Income: \$20,000-\$29,999	12,977	83.43	6.11	100
Individual Employment Income: Under \$20,000	21,546	82.92	10.14	99
Wage Earner Status: Not employed	88,047	84.83	41.44	101
Wage Earner Status: Sole earner	34,193	78.31	16.09	93
Wage Earner Status: Primary earner	43,686	85.04	20.56	101
Wage Earner Status: Secondary earner	46,545	85.10	21.91	102
Household Income: \$500,000+	2,993	82.16	1.41	98
Household Income: \$350,000-\$499,999	2,643	81.61	1.24	97
Household Income: \$250,000-\$349,999	6,737	82.26	3.17	98
Household Income: \$200,000-\$249,999	10,796	82.16	5.08	98
Household Income: \$150,000-\$199,999	22,684	84.46	10.68	101
Household Income: \$125,000-\$149,999	15,404	84.33	7.25	101
Household Income: \$100,000-\$124,999	23,261	85.51	10.95	102
Household Income: \$75,000-\$99,999	29,203	85.76	13.74	102
Household Income: \$60,000-\$74,999	20,814	85.45	9.80	102
Household Income: \$50,000-\$59,999	15,128	84.50	7.12	101
Household Income: \$40,000-\$49,999	15,177	83.79	7.14	100
Household Income: \$30,000-\$39,999	15,107	83.56	7.11	100
Household Income: \$20,000-\$29,999	13,528	81.51	6.37	97
Household Income: Under \$20,000	18,995	79.52	8.94	95
Mean Household Income	105,080.7	N/A	N/A	100
Median Household Income	81,408.3	N/A	N/A	101
Household Income: \$250,000+	12,374	82.10	5.82	98
Household Income: \$150,000+	45,854	83.27	21.58	99
Household Income: \$100,000+	84,518	84.07	39.78	100
Household Income: \$75,000+	113,721	84.49	53.52	101
Household Income: \$60,000+	134,536	84.64	63.32	101
Household Income: \$50,000+	149,663	84.63	70.44	101
Household Income: \$40,000+	164,840	84.55	77.58	101
Household Income: \$30,000+	179,948	84.46	84.69	101
Total Net Worth of All HH Members: \$1,000,000+	29,876	84.82	14.06	101
Total Net Worth of All HH Members: \$500,000-\$999,999	35,360	85.14	16.64	102
Total Net Worth of All HH Members: \$250,000-\$499,999	48,382	84.97	22.77	101
Total Net Worth of All HH Members: \$100,000-\$249,999	44,189	84.68	20.80	101
Total Net Worth of All HH Members: Under \$100,000	54,665	80.81	25.73	96
Census Region: North East	36,102	81.53	16.99	97

Appendix A**Pork Indirect MRI Data****Audience Demographic: Adults 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Census Region: South	82,991	85.36	39.06	102
Census Region: Midwest	45,555	86.31	21.44	103
Census Region: West	47,823	80.72	22.51	96
Marketing Region: New England	9,756	82.59	4.59	99
Marketing Region: Mid Atlantic	30,580	80.66	14.39	96
Marketing Region: East Central	25,604	87.00	12.05	104
Marketing Region: West Central	31,148	85.20	14.66	102
Marketing Region: Southeast	46,187	85.79	21.74	102
Marketing Region: Southwest	27,578	85.82	12.98	102
Marketing Region: Pacific	41,618	80.28	19.59	96
Mediamarkets: Top 5	40,408	78.60	19.02	94
Mediamarkets: Next 5	23,460	83.10	11.04	99
Mediamarkets: New York	12,917	76.67	6.08	91
Mediamarkets: Los Angeles	11,388	77.48	5.36	92
Mediamarkets: Chicago	6,206	82.84	2.92	99
Metropolitan CBSA	181,734	83.02	85.53	99
Micropolitan CBSA/unassigned	30,737	88.76	14.47	106
County Size: A	86,750	80.99	40.83	97
County Size: B	64,270	84.67	30.25	101
County Size: C	31,553	85.81	14.85	102
County Size: D	29,898	88.60	14.07	106
Marital Status: Never married	58,947	79.14	27.74	94
Marital Status: Now married	116,471	87.08	54.82	104
Marital Status: Legally separated/widowed/divorced	37,054	81.79	17.44	98
Marital Status: Never married or Legally separated/widowed/divorced	96,000	80.15	45.18	96
Marital Status: Engaged	9,137	82.85	4.30	99
Living w/partner/fiance/boyfriend or girlfriend (same or opposite sex)	23,150	82.80	10.90	99
Married in last 12 months	4,454	83.53	2.10	100
Household size: 1	27,306	74.19	12.85	89
Household size: 2	73,446	85.57	34.57	102
Household size: 3-4	76,471	84.92	35.99	101
Household size: 5+	35,248	86.32	16.59	103
Children: Any	76,438	85.60	35.98	102
Children: 1	32,250	84.81	15.18	101
Children: 2	26,752	86.02	12.59	103
Children: 3+	17,437	86.44	8.21	103
Child Age: <12 months	9,788	84.43	4.61	101
Child Age: 12-23 months	5,823	83.96	2.74	100
Child Age: <2 years	14,797	84.47	6.96	101
Child Age: <6 years	33,989	85.15	16.00	102
Child Age: 2-5 years	25,445	85.36	11.98	102
Child Age: 6-11 years	33,986	86.03	16.00	103
Child Age: 12-17 years	38,616	86.12	18.17	103
Life Cycle: Respondent 18-34 1 person household	3,903	66.51	1.84	79
Life Cycle: Respondent 18-34 married no kids	5,911	79.68	2.78	95
Life Cycle: Respondent 18-34 married young child under 6	10,597	86.07	4.99	103
Life Cycle: Respondent 18-34 married young child 6-17	2,141	83.71	1.01	100
Life Cycle: Balance of respondents 18-34	37,754	80.89	17.77	97
Life Cycle: Respondent 35-49 1 person household	3,801	69.60	1.79	83
Life Cycle: Respondent 35-49 married no kids	7,436	82.97	3.50	99
Life Cycle: Respondent 35-49 married young child under 6	10,451	86.45	4.92	103
Life Cycle: Respondent 35-49 married young child 6-11	9,065	86.53	4.27	103
Life Cycle: Respondent 35-49 married young child 12-17	6,661	87.78	3.14	105
Life Cycle: Balance of respondents 35-49	14,151	82.92	6.66	99
Life Cycle: Respondent 50+ 1 person household	18,442	77.06	8.68	92
Life Cycle: Respondent 50+ married no kids	55,538	88.97	26.14	106
Life Cycle: Respondent 50+ married w/kids	8,670	87.41	4.08	104

Appendix A**Pork Indirect MRI Data****Audience Demographic: Adults 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Life Cycle: Balance of respondents 50+	17,948	86.36	8.45	103
Years at Present Address: Under 1 year	20,240	78.60	9.53	94
Years at Present Address: 1-4 years	63,360	82.62	29.82	99
Years at Present Address: 5+ years	128,871	85.29	60.65	102
Own or Rent Home: Own	151,726	85.55	71.41	102
Own or Rent Home: Rent	55,929	79.50	26.32	95
Own or Rent Home: Rent-free	4,816	82.61	2.27	99
Home Value: \$500,000+	30,174	83.47	14.20	100
Home Value: \$200,000-\$499,999	69,234	85.87	32.59	102
Home Value: \$100,000-\$199,999	34,376	86.75	16.18	104
Home Value: \$50,000-\$99,999	11,346	86.61	5.34	103
Home Value: Under \$50,000	6,596	84.20	3.10	100
Race: White	160,976	85.05	75.76	101
Race: Black/African American	27,536	81.98	12.96	98
Race: American Indian or Alaska Native	3,383	81.80	1.59	98
Race: Asian	7,677	72.76	3.61	87
Race: Other	19,418	79.73	9.14	95
Race: White only	156,092	85.27	73.47	102
Race: Black/African American only	25,573	82.37	12.04	98
Race: Other race/Multiple classifications	30,806	78.12	14.50	93
Spanish Spoken in Home (Most Often or Other)	36,270	82.29	17.07	98
Hispanic Respondent Personally Speaks at Home (Hispanic respondents only): Only English	5,873	82.38	2.76	98
Hispanic Respondent Personally Speaks at Home (Hispanic respondents only): Mostly English, but some Spanish	8,702	82.30	4.10	98
Hispanic Respondent Personally Speaks at Home (Hispanic respondents only): Only Spanish	10,017	82.60	4.71	99
Hispanic Respondent Personally Speaks at Home (Hispanic respondents only): Mostly Spanish, but some English	7,434	79.48	3.50	95
Hispanic Respondent Personally Speaks at Home (Hispanic respondents only): Both English and Spanish equally at home	2,443	84.69	1.15	101
Hispanic Birthplace of Respondent (Hispanic respondents only): United States	17,473	81.94	8.22	98
Hispanic Birthplace of Respondent (Hispanic respondents only): Other country	15,309	81.67	7.21	97
Hispanic Birthplace of Respondent (Hispanic respondents only): Puerto Rico or other U.S. Territories	1,839	83.69	0.87	100
Hispanic Country of Ancestors' Origin (Hispanic respondents only): Mexico	19,262	82.08	9.07	98
Hispanic Country of Ancestors' Origin (Hispanic respondents only): Puerto Rico	3,833	80.77	1.80	96
Hispanic Country of Ancestors' Origin (Hispanic respondents only): Cuba	2,105	82.42	0.99	98
Hispanic Country of Ancestors' Origin (Hispanic respondents only): Dominican Republic	1,676	79.80	0.79	95
Hispanic Country of Ancestors' Origin (Hispanic respondents only): Other Central American Country	3,456	82.48	1.63	98
Hispanic Country of Ancestors' Origin (Hispanic respondents only): South America or other Spanish/Hispanic country	7,252	82.20	3.41	98
Hispanic Length of Time Living in the United States (Hispanic respondents, born outside the U.S. only): Less than 5 years	2,030	79.35	0.96	95
Hispanic Length of Time Living in the United States (Hispanic respondents, born outside the U.S. only): 5 years but less than 10 years	2,409	80.38	1.13	96
Hispanic Length of Time Living in the United States (Hispanic respondents, born outside the U.S. only): 10 years or more	12,710	82.59	5.98	99
Spanish, Hispanic or Latino Origin or Descent	34,621	81.91	16.29	98
Not of Spanish, Hispanic or Latino Origin/Descent	177,850	84.19	83.71	100

Appendix A**Pork Indirect MRI Data****Audience Demographic: Adults 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Pet owner	121,706	85.32	57.28	102
Dog owner	95,343	85.69	44.87	102
Cat owner	53,495	85.71	25.18	102
Generations: Gen Z (b.1997-2010) only includes respondents 18+	23,413	80.93	11.02	97
Generations: Millennials (b.1977-1996)	71,387	81.72	33.60	98
Generations: GenXers (b.1965-1976)	41,365	84.72	19.47	101
Generations: Boomers (b. 1946-1964)	59,897	86.68	28.19	103
Generations: Early Boomers (b. 1946-1955)	27,387	87.27	12.89	104
Generations: Late Boomers (b. 1956-1964)	32,510	86.19	15.30	103
Generations: Pre-Boomers (b. before 1946)	16,409	84.93	7.72	101
Respondent's Sexual Orientation: Heterosexual/Straight	185,522	84.37	87.32	101
Respondent's Sexual Orientation: NET Gay/Lesbian	5,040	77.48	2.37	92
Respondent's Sexual Orientation: NET Gay/Lesbian/Bisexual/Transgender	10,292	77.91	4.84	93

* Projections relatively unstable, use with caution

Source: 2022 GfK MRI-Simmons Spring Doublebase USA weighted to Population (000) - Base: All

Appendix C**Pork Indirect MRI Data****Media Quintile/Tercile Codes: Magazines I (Heavy)**

	<u>Audience</u> <u>(000)</u>	<u>% Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Pork Purchasers	212,471	83.81	100.00	100
Media Quintile/Tercile Codes: Magazines I (Heavy)	43,558	85.30	20.50	102
Magazines II	42,975	84.63	20.23	101
Magazines III	42,295	83.54	19.91	100
Magazines IV	41,989	83.09	19.76	99
Magazines V (Light)	41,655	82.45	19.60	98
Newspaper I (Heavy)	43,111	83.75	20.29	100
Newspaper II	42,773	84.60	20.13	101
Newspaper III	42,086	83.38	19.81	99
Newspaper IV	42,385	83.77	19.95	100
Newspaper V (Light)	42,117	83.53	19.82	100
Radio/Audio I (Heavy)	42,606	84.16	20.05	100
Radio/Audio II	42,721	84.21	20.11	100
Radio/Audio III	43,118	84.83	20.29	101
Radio/Audio IV	42,348	83.45	19.93	100
Radio/Audio V (Light)	41,679	82.37	19.62	98
Radio/Audio (Primetime) I (Heavy)	42,897	84.88	20.19	101
Radio/Audio (Primetime) II	42,748	84.24	20.12	101
Radio/Audio (Primetime) III	42,966	84.39	20.22	101
Radio/Audio (Primetime) IV	42,102	83.05	19.82	99
Radio/Audio (Primetime) V (Light)	41,758	82.48	19.65	98
TV (total) I (Heavy)	43,443	84.96	20.45	101
TV (total) II	43,184	85.15	20.32	102
TV (total) III	42,674	84.26	20.08	101
TV (total) IV	42,246	83.48	19.88	100
TV (total) V (Light)	40,925	81.16	19.26	97
Internet I (Heavy)	41,435	81.69	19.50	97
Internet II	42,066	83.11	19.80	99
Internet III	43,113	85.17	20.29	102
Internet IV	43,123	85.19	20.30	102
Internet V (Light)	42,735	83.87	20.11	100
Social Media I (Heavy)	41,746	82.36	19.65	98
Social Media II	42,427	83.51	19.97	100
Social Media III	42,663	84.53	20.08	101
Social Media IV	42,875	84.49	20.18	101
Social Media V (Light)	42,760	84.14	20.12	100
Outdoor I (Heavy)	43,531	86.18	20.49	103
Outdoor II	42,996	85.30	20.24	102
Outdoor III	43,028	84.83	20.25	101
Outdoor IV	42,122	82.76	19.82	99
Outdoor V (Light)	40,794	80.00	19.20	95
TV (Prime time) I (Heavy)	43,653	85.57	20.55	102
TV (Prime time) II	43,031	85.09	20.25	102
TV (Prime time) III	42,696	84.34	20.09	101
TV (Prime time) IV	42,080	82.76	19.80	99
TV (Prime time) V (Light)	41,011	81.25	19.30	97
TV (Day time) I (Heavy)	27,260	84.23	12.83	101
TV (Day time) II	27,470	84.69	12.93	101
TV (Day time) III (Light)	27,566	84.96	12.97	101
Spanish Language TV Networks I (Heavy)	5,975	82.13	2.81	98
Spanish Language TV Networks II	6,149	83.21	2.89	99
Spanish Language TV Networks III	6,101	81.17	2.87	97
Spanish Language TV Networks IV	6,090	81.27	2.87	97
Spanish Language TV Networks V (Light)	6,059	81.71	2.85	97

* Projections relatively unstable, use with caution

Source: 2022 GfK MRI-Simmons Spring Doublebase USA weighted to Population (000) - Base: All

Appendix B**Pork Indirect MRI Data****Digital Media Usage and Social Media/Website Usage 25+**

	<u>Audience (000)</u>	<u>% Coverage</u>	<u>% Composition</u>	<u>Index</u>
Pork Purchasers	212,471	83.81	100.00	100
Activities Done Using A Social Media, Photo Or Video-Sharing Service In The Last 30 Days: Post an update [previously measured as Updated your status in Waves 83-85]	53,159	84.25	25.02	101
Update your profile	35,176	83.31	16.56	99
Post picture(s)	85,542	84.26	40.26	101
Used a filter on a picture	21,696	83.09	10.21	99
Post/share a video [previously measured as Posted a video in Waves 83-85]	34,730	83.59	16.35	100
Post a website link	19,890	83.82	9.36	100
Visit a friend's profile/page	93,127	84.51	43.83	101
Comment on a friend's post	91,685	85.12	43.15	102
Posted a blog entry	3,528	83.71	1.66	100
Rated or reviewed a product or service	16,555	84.12	7.79	100
Sent a message or email	97,903	84.70	46.08	101
Used Instant Messaging/IM	52,091	84.05	24.52	100
Play a game	36,519	83.99	17.19	100
Invited people to an event	8,951	83.94	4.21	100
Sent a real or virtual gift	4,479	82.25	2.11	98
Posted that you "Like" something	75,616	84.74	35.59	101
"Follow" or become a "fan of" something or someone	49,677	83.28	23.38	99
Clicked on an advertisement	32,163	85.22	15.14	102
Watched a video	93,955	83.63	44.22	100
Post/share your location [previously measured as Posted your current location in Waves 83-85]	10,608	83.66	4.99	100
Re-post or share a post created by someone else	39,789	85.30	18.73	102
Amazon Prime - You Or Anyone In Your Household	145,449	84.15	68.46	100
Currently Pay A Subscription: Yes				
Chat, Instant Messenger, Or Video Chat Services, Used In The Last 30 Days: Facebook Messenger	103,611	84.52	48.76	101
FaceTime	65,993	83.57	31.06	100
Google Duo	12,225	84.79	5.75	101
Google Hangouts	7,361	81.12	3.46	97
Google Meet	10,564	81.85	4.97	98
Microsoft Teams	22,756	82.97	10.71	99
Skype	11,694	82.65	5.50	99
Slack	5,661	78.13	2.66	93
Snapchat Chat	29,526	82.67	13.90	99
Viber	1,124	73.64	0.53	88
WeChat	1,898	77.92	0.89	93
WhatsApp	34,724	79.98	16.34	95
Zoom	69,615	82.55	32.76	99
How Respondent Connects To The Internet From Home: Dial-up modem	2,179	81.34	1.03	97
Cable Modem	91,294	84.01	42.97	100
DSL Connection	22,476	85.78	10.58	102
Fiber Optic service, such as Verizon Fios or AT&T Fiber	36,869	82.71	17.35	99
Satellite Service	7,663	87.67	3.61	105
Any Broadband or High speed Connection	198,718	84.07	93.53	100
Internet - Activities Done: Visited a chat room	12,229	80.99	5.76	97
Used e-mail	180,569	83.96	84.99	100
Used instant messenger/IM	171,984	83.67	80.94	100
Participated in on-line dating	6,396	75.64	3.01	90
Made a purchase for personal use	155,628	84.17	73.25	100

Appendix B**Pork Indirect MRI Data****Digital Media Usage and Social Media/Website Usage 25+**

	<u>Audience (000)</u>	<u>% Coverage</u>	<u>% Composition</u>	<u>Index</u>
Made a purchase for business use	27,891	83.35	13.13	99
Obtained information to help make a purchase	92,115	84.24	43.35	101
Made personal or business travel plans	37,774	83.73	17.78	100
Played games online	79,287	84.36	37.32	101
Downloaded a video game	28,222	81.91	13.28	98
Used on-line gambling site	4,131	82.67	1.94	99
Obtained financial information	66,644	83.58	31.37	100
Tracked investments/Traded stocks, bonds or mutual funds	39,491	82.94	18.59	99
Paid bills on-line	133,880	83.97	63.01	100
Obtained the latest news/Current events	112,372	83.79	52.89	100
Obtained sports news/Information	58,444	84.48	27.51	101
Obtained information for new or used car purchase	21,714	84.91	10.22	101
Obtained information about real estate	32,577	83.65	15.33	100
Obtained medical information	69,749	84.32	32.83	101
Obtained childcare or parenting information	9,346	84.42	4.40	101
Obtained information about entertainment or celebrities	55,148	83.76	25.96	100
Looked for employment	26,450	81.92	12.45	98
Looked for recipes	114,868	84.99	54.06	101
Took an online class or course	26,177	81.57	12.32	97
Visited a TV network or TV show's website	37,742	83.41	17.76	100
Looked for TV show schedules online [previously measured as Looked at TV listings online in Waves 83-85]	22,726	84.89	10.70	101
Looked up movie listings or showtimes	22,734	84.50	10.70	101
Downloaded a TV program	6,650	83.67	3.13	100
Watched a TV program online	46,375	82.46	21.83	98
Downloaded a movie	12,759	83.74	6.01	100
Watched a movie online	70,963	82.33	33.40	98
Watched other online video	57,869	82.50	27.24	98
Visited online blogs	23,950	82.03	11.27	98
Wrote an online blog	2,455	79.36	1.16	95
Posted a comment or review on a blog, online forum, message or bulletin board	23,998	83.26	11.29	99
Made a phone call	76,423	83.24	35.97	99
Used video chat	75,900	82.95	35.72	99
Uploaded or added video to website	15,108	82.90	7.11	99
Shared photos through Internet website	58,215	84.07	27.40	100
Sent an electronic greeting card	9,621	83.88	4.53	100
Internet - Any Usage: Any Internet/Online usage	206,833	83.87	97.35	100
Internet - Can Connect From Home Using A Wireless Connection (Not Including Cell Phones): Yes	186,475	84.15	87.76	100
Internet - Devices Used To Look At Or Use: Desktop Computer	93,109	84.06	43.82	100
Laptop or Netbook Computer	123,947	83.59	58.34	100
Any Computer	169,164	83.75	79.62	100
iPad or other Tablet	79,543	84.63	37.44	101
Cellphone or Smartphone	182,080	83.92	85.70	100
E-reader	7,733	85.17	3.64	102
iPod or other MP3 Player	1,605	81.81	0.76	98
Video game console	21,316	82.45	10.03	98
Television	58,387	84.04	27.48	100
Internet - Have Access At Home: Yes	206,031	83.88	96.97	100
Internet - Total Time Spent Using Last Saturday: 10 or more hours	15,604	80.73	7.34	96
5 hrs. - less than 10 hours	36,882	82.94	17.36	99

Appendix B
Pork Indirect MRI Data
Digital Media Usage and Social
Media/Website Usage 25+

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
2 hrs. - less than 5 hours	63,157	84.31	29.72	101
1 hr. - less than 2 hours	41,734	84.53	19.64	101
½ hr. - less than 1 hour	20,717	85.24	9.75	102
Less than ½ hour	13,375	83.73	6.29	100
Internet - Total Time Spent Using Last Sunday: 10 or more hours	13,888	80.02	6.54	95
5 hrs. - less than 10 hours	34,856	82.77	16.41	99
2 hrs. - less than 5 hours	61,496	84.08	28.94	100
1 hr. - less than 2 hours	42,796	85.32	20.14	102
½ hr. - less than 1 hour	20,778	85.08	9.78	102
Less than ½ hour	13,895	83.62	6.54	100
Internet - Total Time Spent Using Yesterday: 10 or more hours	22,804	80.75	10.73	96
5 hrs. - less than 10 hours	47,155	82.99	22.19	99
2 hrs. - less than 5 hours	66,115	84.81	31.12	101
1 hr. - less than 2 hours	36,887	85.14	17.36	102
½ hr. - less than 1 hour	16,912	85.31	7.96	102
Less than ½ hour	9,697	82.48	4.56	98
Internet - Where Looked/Used: At home	198,907	84.00	93.62	100
At work	78,711	83.40	37.05	100
At school or library	13,362	82.35	6.29	98
Another place	74,708	83.85	35.16	100
Internet Service Providers - Household: America On-line (AOL)	2,018	84.85	0.95	101
AT&T Internet [measured as AT&T (U-verse or DSL) in Waves 83 & 84]	28,164	84.25	13.26	101
CenturyLink	8,006	84.34	3.77	101
Cox	9,276	82.71	4.37	99
Frontier	4,827	83.05	2.27	99
Optimum	4,517	79.49	2.13	95
Spectrum	44,211	84.04	20.81	100
Suddenlink	2,730	87.28	1.28	104
Verizon or Fios by Verizon	17,995	82.30	8.47	98
Xfinity/Comcast	47,022	82.97	22.13	99
Any service	206,031	83.88	96.97	100
Social Media - Total Time Spent Using Last Saturday: 10 or more hours	4,367	80.34	2.06	96
5 hrs. - less than 10 hours	13,161	82.00	6.19	98
2 hrs. - less than 5 hours	35,219	83.09	16.58	99
1 hr. - less than 2 hours	40,775	84.02	19.19	100
½ hr. - less than 1 hour	34,270	84.92	16.13	101
Less than ½ hour	33,232	84.14	15.64	100
Social Media - Total Time Spent Using Last Sunday: 10 or more hours	3,969	78.84	1.87	94
5 hrs. - less than 10 hours	11,973	82.23	5.64	98
2 hrs. - less than 5 hours	33,038	82.76	15.55	99
1 hr. - less than 2 hours	39,673	84.16	18.67	100
½ hr. - less than 1 hour	35,301	85.04	16.61	101
Less than ½ hour	33,976	84.18	15.99	100
Social Media - Total Time Spent Using Yesterday: 10 or more hours	4,105	78.63	1.93	94
5 hrs. - less than 10 hours	14,016	81.26	6.60	97
2 hrs. - less than 5 hours	39,219	83.63	18.46	100
1 hr. - less than 2 hours	43,340	83.86	20.40	100
½ hr. - less than 1 hour	34,839	84.70	16.40	101
Less than ½ hour	31,702	84.52	14.92	101

Appendix B
Pork Indirect MRI Data
Digital Media Usage and Social
Media/Website Usage 25+

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Social Media, Photo Or Video-Sharing Services Visited Or Used In The Last 30 Days: Facebook	138,288	84.62	65.09	101
Flickr	1,165	81.56	0.55	97
Google Photos	31,627	84.12	14.89	100
Instagram	78,352	82.67	36.88	99
LinkedIn	29,053	81.47	13.67	97
Pinterest	41,181	85.58	19.38	102
Reddit	20,612	80.59	9.70	96
Shutterfly	5,754	87.12	2.71	104
Snapchat	42,439	82.87	19.97	99
TikTok	37,797	83.34	17.79	99
Tumblr	3,691	79.39	1.74	95
Twitch	7,793	80.01	3.67	95
Twitter	36,242	81.00	17.06	97
Vimeo	4,449	83.23	2.09	99
Yelp	12,059	81.16	5.68	97
YouTube	113,537	83.45	53.44	100
Any Social Media/Photo/Video-sharing services	180,355	83.95	84.88	100
Websites Visited Or Apps Used In The Last 30 Days:	14,765	85.15	6.95	102
AOL Mail				
Gmail	137,212	83.50	64.58	100
Outlook	55,221	83.55	25.99	100
Yahoo! Mail	51,389	84.87	24.19	101
ABC	10,875	84.89	5.12	101
BuzzFeed	11,627	81.97	5.47	98
CBS	9,968	84.89	4.69	101
Disney.com	7,353	82.23	3.46	98
DisneyNOW	1,597	79.19	0.75	94
Fandango	2,505	84.28	1.18	101
Fox.com/FOX NOW	7,305	85.52	3.44	102
IMDb	19,591	82.41	9.22	98
MSN Entertainment	2,238	85.73	1.05	102
MTV	1,833	86.09	0.86	103
NBC	8,076	84.94	3.80	101
PBS.org or PBS Video	6,391	82.96	3.01	99
POPSUGAR	1,435	81.89	0.68	98
Ticketmaster	4,663	82.56	2.19	99
TMZ	6,603	82.91	3.11	99
Vevo.com	984	82.66	0.46	99
Yahoo! Entertainment	6,239	84.17	2.94	100
CNBC	7,148	81.83	3.36	98
FOX Business	6,795	83.22	3.20	99
MSN Money	3,127	82.27	1.47	98
TheStreet	1,663	79.80	0.78	95
Yahoo! Finance	10,171	81.25	4.79	97
WebMD	55,715	84.07	26.22	100
Answers.com [measured as Answers.com/WikiAnswers in Waves 83-86]	4,518	81.47	2.13	97
eHow	4,861	82.89	2.29	99
Whitepages	6,107	85.75	2.87	102
Wikipedia	54,360	82.65	25.58	99
Zillow	43,196	84.20	20.33	100
Twitch.tv or Twitch	8,887	79.04	4.18	94
YouTube Gaming	5,758	79.05	2.71	94
CareerBuilder	3,295	80.60	1.55	96
Indeed.com or Indeed Jobs Job Search	28,490	82.95	13.41	99

Appendix B
Pork Indirect MRI Data
Digital Media Usage and Social
Media/Website Usage 25+

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Monster	2,258	81.96	1.06	98
ABCNews	18,250	84.33	8.59	101
BBC.com	12,109	80.28	5.70	96
Bloomberg.com	7,970	81.17	3.75	97
CBSNews	12,776	83.76	6.01	100
CNN	36,389	82.43	17.13	98
CNN en Espanol [30]	1,709	81.82	0.80	98
Fox News	32,645	85.93	15.36	103
HuffPost	10,955	82.73	5.16	99
NBCNews	13,782	83.44	6.49	100
nytimes.com	38,040	79.99	17.90	95
Reuters	7,047	81.49	3.32	97
The Washington Post	21,519	82.01	10.13	98
USA Today.com	22,958	81.98	10.81	98
WSJ.com	20,823	80.22	9.80	96
Yahoo! News	18,305	84.22	8.62	100
Amazon	163,401	84.05	76.91	100
Coupons	4,449	84.84	2.09	101
eBay	44,652	84.36	21.02	101
Groupon	12,404	84.71	5.84	101
LivingSocial	906	83.21	0.43	99
Overstock	9,807	85.03	4.62	101
Telemundo.com	5,353	82.73	2.52	99
Univision.com or Univision NOW	5,773	84.09	2.72	100
Any Spanish Language Website/App	9,920	82.70	4.67	99
BleacherReport.com or B-R	6,688	85.09	3.15	102
CBSSports	7,639	85.07	3.60	102
ESPN	33,018	83.85	15.54	100
FOX Sports	12,454	86.54	5.86	103
MLB [measured as MLB.com (website) MLB At Bat (app) in Waves 83-86]	7,590	84.55	3.57	101
NASCAR	3,171	89.17	1.49	106
NBA	6,997	83.35	3.29	99
NBCSports.com	4,413	86.35	2.08	103
NFL.com or NFL/NFL Mobile	14,757	85.61	6.95	102
WWE	1,981	80.77	0.93	96
Yahoo! Sports	7,129	84.60	3.36	101
CNET	10,026	82.22	4.72	98
Airbnb	20,941	82.58	9.86	99
Bing Maps	1,911	80.97	0.90	97
CheapTickets	3,900	81.99	1.84	98
Expedia	14,516	83.74	6.83	100
Google Maps	88,909	83.73	41.85	100
Hotels.com	9,724	83.83	4.58	100
Hotwire	2,153	85.78	1.01	102
Lyft	6,407	76.13	3.02	91
MapQuest	13,810	87.81	6.50	105
Orbitz	2,472	84.53	1.16	101
Priceline	5,456	83.56	2.57	100
Travelocity	5,325	85.75	2.51	102
TripAdvisor	9,544	85.12	4.49	102
Uber	12,129	78.91	5.71	94
Waze	19,268	82.83	9.07	99
AccuWeather	40,712	84.53	19.16	101
The Weather Channel (Weather.com)	90,888	84.86	42.78	101
WeatherBug	10,433	85.78	4.91	102

Appendix B**Pork Indirect MRI Data****Digital Media Usage and Social
Media/Website Usage 25+**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Weather Underground (wunderground.com)	8,715	84.85	4.10	101
Websites/Search Engines - Used In Last 30 Days:	6,674	85.46	3.14	102
AOL/AOL.com				
Ask.com	823	82.58	0.39	99
Bing.com	20,429	84.68	9.62	101
Google.com	183,785	83.92	86.50	100
Yahoo.com	35,846	85.31	16.87	102

* Projections relatively unstable, use with caution

Source: 2022 GfK MRI-Simmons Spring Doublebase USA weighted to Population (000) - Base: All